

SUMMARY

Subject matter: The Trade Enterprise Management System: Theory and Practice (by the Example of the Supermarket «Opttorg - Vershina» of the Town Kislovodsk).

Author: Avakyan Goar Ovanesovna.

Supervisor: the Candidate of Sociological Science, Associate Professor of the Department of Financial, Economic and Legal Support of Management Activity Demina N.V.

Information about customer organization: the Supermarket «Opttorg - Vershina» of the Town Kislovodsk.

Topicality of the research: The retail trade is one of the promising and fastest growing sectors of Russia's economy and its efficient functioning is one of the sources to reach a stable social and economic development of the country, a necessary condition to provide livelihoods and improve the quality of life of the population. The retail trade in essence is becoming an independent branch of the market economy that is constantly adapting to the specific needs of consumers and looking for ways to reduce its costs.

The objective of the research: is the comprehensive analysis of the management system of a modern trade enterprise and the elaboration of some practical recommendations to improve it.

The tasks of the research:

- to study the trade enterprise as a control object;
- to reveal and analyse the nature and specific features of the trade enterprise management system;
- to analyse the trade enterprise's product range management;
- to give a concept description of the retail trade and analyse its development trends in the Russian Federation;
- to carry out an analysis of the management system of the Supermarket «Opttorg - Vershina» of the town Kislovodsk;
- to work out recommendations to improve the management system at the trade enterprise «Opttorg - Vershina».

The theoretical significance of the research is the increment of knowledge in the sphere of trade enterprises management theory and practice as well as the use of various management tools to improve the competitiveness of enterprises of this very field of activity.

The practical significance is as follows: the recommendations elaborated in the research and aimed at improving the trade enterprise management system can be applied not only in practical activities of the Supermarket «Opttorg - Vershina» in the town Kislovodsk but at other trade enterprises of modern Russia.

The results of the research: In the modern Russian economy the specific character of the trade enterprise management is stipulated by the industry's features, namely by the fact that the major product of a trade enterprise is a merchandising service which comprises the creation of optimum mix and the range of services to implement it; and by the heterogeneity and complexity of the distribution network that influence the development of competitive strategies.

Recommendations:

- to implement the procedure for determining the optimal commodity structure of the supermarket's retail trade turnover, which is described in detail in Section 2.3;
- to work out and implement a comprehensive set of measures to promote the marketing of goods;
- to keep records of unmet demands.